

Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

Claims 1-65. (Cancelled)

66. (New) A method for using an interactive application on a display screen to access content, the method comprising:

providing at least two cells on a display screen, wherein each of the at least two cells is operable to be associated with a television channel and is operable to display, within the cell, video content being broadcast on the television channel;

for each of at least one of the cells that is associated with a television channel, displaying an indicator which notifies a user of the availability of interactive content associated with the television channel associated with the cell;

allowing a user to navigate a cell highlight to each of the at least two cells, wherein only the cell that is surrounded by the cell highlight is in focus; and

for a cell for which an indicator is displayed and which is in focus, allowing a user to access the interactive content associated with the television channel associated with the cell.

67. (New) The method of claim 66, wherein the indicator is displayed in at least one of: the cell having an associated television channel for which interactive content is available, and an area in close proximity to that cell.

68. (New) The method of claim 67, further comprising:

for each cell that is associated with a television channel and which is not in focus, displaying in the cell a graphical brandmark of the television channel associated with the cell; and

if the cell in focus is associated with a television channel, displaying in the cell video content being broadcast on the television channel.

69. (New) The method of claim 68, further comprising:

for each of at least one of the cells that is associated with a television channel, displaying an option indicator which notifies a user of at least one option corresponding to the television channel associated with the cell; and

for a cell for which an option indicator is displayed and which is in focus, allowing a user to select one of the at least one option.

70. (New) The method of claim 69, wherein the television channel is a video on demand channel, and wherein the at least one option includes at least one of: ordering the video on demand channel, and placing an order for a program from the video on demand channel.

71. (New) The method of claim 69, wherein the at least one option includes at least one of: recording a current program on the television channel, setting a reminder for a future program on the television channel, and designating the television channel as a favorite channel.

72. (New) The method of claim 68, wherein at least one of the cells is operable to display Web content within the cell.

73. (New) The method of claim 68, wherein at least one of the cells is associated with a television channel and at least one of the cells is associated with a non-television entity.

74. (New) The method of claim 73, further comprising:

receiving a signal indicating selection of the cell in focus; and

if the cell in focus is associated with a television channel, displaying, in full screen on the display screen, video content being broadcast on the television channel.

75. (New) The method of claim 73, further comprising:

allowing a user to disassociate a television channel from a cell; and

allowing a user to associate a television channel with a cell.

76. (New) A system for accessing content through an interactive application, the system comprising:

a display screen;

a communication link configured to access content;

a processor configured to:

instruct the display screen to display at least two cells that are each operable to be associated with a television channel, wherein each of the cells is operable to

display, within the cell, video content being broadcast on the television channel;

for each of at least one of the cells that is associated with a television channel, instruct the display screen to display an indicator which notifies a user of the availability of interactive content associated with the television channel associated with the cell;

allow a user to navigate a cell highlight to each of the at least two cells, wherein only the cell that is surrounded by the cell highlight is in focus; and

for a cell for which an indicator is displayed and which is in focus, allowing a user to access the interactive content associated with the television channel associated with the cell.

77. (New) The system of claim 76, wherein the processor is configured to instruct the display screen to display the indicator in at least one of: the cell having an associated television channel for which interactive content is available, and an area in close proximity to that cell.

78. (New) The system of claim 77, wherein the processor is configured to instruct the display screen to:

for each cell that is associated with a television channel and which is not in focus, display in the cell a graphical brandmark of the television channel associated with the cell; and

if the cell in focus is associated with a television channel, display in the cell video content being broadcast on the television channel.

79. (New) The system of claim 78, wherein the processor is configured to:

for each of at least one of the cells that is associated with a television channel, display an option

indicator which notifies a user of at least one option corresponding to the television channel; and

for a cell for which an option indicator is displayed and which is in focus, allow a user to select one of the at least one option.

80. (New) The system of claim 79, wherein the television channel is a video on demand channel, and wherein the at least one option includes at least one of: ordering the video on demand channel, and placing an order for a program from the video on demand channel.

81. (New) The system of claim 79, wherein the at least one option includes at least one of: recording a current program on the television channel, setting a reminder for a future program on the television channel, and designating the television channel as a favorite channel.

82. (New) The system of claim 78, wherein at least one of the cells is operable to display Web content within the cell.

83. (New) The system of claim 78, wherein at least one of the cells is associated with a television channel and at least one of the cells is associated with a non-television entity.

84. (New) The system of claim 83, further comprising a user input, and wherein the processor is configured to:

receive a signal from the user input indicating selection of the cell in focus; and

if the cell in focus is associated with a television channel, instruct the display screen to display, in

full screen, video content being broadcast on the television channel.

85. (New) The system of claim 83, wherein the processor is configured to:

allow a user to disassociate a television channel from a cell; and

allow a user to associate a television channel with a cell.